GSA FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

**Management, Organizational and Business
Improvement Services Schedule
(MOBIS)**

World Institute of Leadership and Learning, Ltd.

DBA: WILL Interactive, Inc.

**10000 Falls Road, Suite 305
Potomac, MD, 20854
301-983-6006 (main)
301-983-6008 (fax)**
david@willinteractive.com
www.willinteractive.com

Contract Number: GS-02F-0111U

Contract Period: June 25, 2013 – June 24, 2018

Table of Contents

I.   About WILL Interactive, Inc.

WILL Interactive, Inc., based in Potomac, Maryland, is the most experienced and highly awarded computer-based simulation and serious game developer in the United States. Founded in 1994, WILL is the inventor and sole producer of Virtual Experience Immersive Learning Simulations (VEILS®) and the patented Interactive Behavior Modification System upon which all VEILS® are built.

WILL Interactive has created 90 high-end training simulations in the past 20+ years for some of the most influential and respected organizations in the country. The objective of every VEILS® is to achieve human performance improvement through positive behavior modification that is measurable in the target audience. WILL's success in accomplishing this objective is underscored by our partners' repeat business and requests for additional VEILS®.

Five independent evaluations conducted on the effectiveness of WILL Interactive simulations all indicate that VEILS® actually help improve human performance in real life. VEILS® have been evaluated by: Boston University School of Public Health, Walter Reed Army Institute of Research, Army Research Laboratory, U.S. Naval Academy Stockdale Center for Ethical Leadership and MEDSTAR Health. We know of no other instructional methodology that has achieved this level of indicated effectiveness.

WILL Interactive has merged the engagement power of video games and movies into a new and powerful education and training genre. VEILS® immerse users in video (not animated) environments and task them to perform under realistic day-to-day stresses. Users participate in real-life situations, make real-life choices and experience the consequences of their actions, all in a full-motion video landscape. VEILS® allow learners to make tough decisions in the safety of cyberspace before encountering them in real life. The desire to "win" coupled with the robustness and flexibility of VEILS® software allow players to retrace their steps and explore different choices, building and further reinforcing critical thinking and decision-making skills. VEILS® also come with a wide array of accountability and assessment options that can be tailored to individual audiences.

VEILS® methodology utilizes a unique combination of instructional design, behavioral science, adult learning theory, gaming theory, script writing, filmmaking, video editing and software-development to create simulations that have been shown to decrease training time while improving individual decision-making and performance. VEILS® are universally deliverable, and are intuitive and easy to use.

VEILS® have won many of the top awards and honors given for technological solutions and effectiveness in the fields of training and education, including four prestigious SIIA CODiE Awards, multiple New York Festival Awards, and several Brandon Hall Excellence in Learning Awards. As a company, WILL was honored in Infiniti's Stevie Awards in the categories of "Most Innovative Company of the Year" and "Technology Innovator of the Year."

WILL Interactive provides the best value to any organization that is serious about improving the attitudes and behaviors of its members, particularly in high-stress environments. WILL's proprietary methodology, experience, expertise and proven effectiveness in the fields of learning and human performance improvement are without peer.

II. Customer Ordering Information

1. Special Item Numbers awarded under MOBIS contract:

SIN 874-4   Training Services
SIN 874-9   Off-the-Shelf and Customizable Print, Audio, and Visual Instructional Training Devices - Off-the-Shelf Training Devices

Note: Please see *Section III Pricing* for table of special item numbers with appropriate cross-reference to item descriptions and awarded prices. Lowest unit/rate prices are indicated in *Pricing* section.

2. Maximum order: **$1,000,000.00**

3. Minimum order: **$100.00**

4. Geographic coverage (delivery area): **50 United States, Puerto Rico, DC, and All Other US Territories**

5. Point(s) of production (city, county, and state or foreign country): **Same as company address**

6. Discount from list prices or statement of net price: **Government net prices (discounts already deducted)**

7. Quantity discounts: **N/A**

8. Prompt payment terms: **Net 30 days**

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes**

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Accepted over $2,500.00**

10. Foreign items (list items by country of origin): **None**

11a. Time of delivery (Contractor insert number of days): **Specified on the Task Order.**

11b. Expedited Delivery. Items available for expedited delivery are noted in this price list. **Contact Contractor.**

11c. Overnight and 2-day delivery. **Contact Contractor.**

11d. Urgent Requirements. **Contact Contractor.**

12. F.O.B. point(s): **Destination**

13a. Ordering address(es): **Same as company address**

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address(es): **Same as company address**

15. Warranty provision: **Contractor's standard commercial warranty**

16. Export packing charges (if applicable): **N/A**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **Contact Contractor.**

18. Terms and conditions of rental, maintenance, and repair (if applicable): **N/A**

19. Terms and conditions of installation (if applicable): **N/A**

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **N/A**

20a. Terms and conditions for any other services (if applicable): **N/A**

21. List of service and distribution points (if applicable): **N/A**

22. List of participating dealers (if applicable): **N/A**

23. Preventive maintenance (if applicable): **N/A**

24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): **N/A**

24b. Section 508 compliance information: **Please contact Contractor for list of products that are 508 Compliant**

25. Data Universal Numbering System (DUNS) number: **83-622-9229**

26. Notification regarding registration in Central Contractor Registration (CCR) database: **Registered**

WILL Interactive prices its custom developed interactive training software on a completed project basis in accordance with the estimated hours and labor required to complete the program. All SIN 874-4 labor categories offered are for professional services.

WILL Interactive's custom development of VEILS® software is for clients with a high priority training objective that is specific to their need or mission. WILL's highly skilled team of professionals create, from the ground up, an interactive learning experience for their target audience. Everything from research, scripting, video production, editing and software programming are all done in-house with WILL staff.

SIN 874-4: Training Services

874-4 Labor Categories / Rates

Labor Category	Education / Certification Level	Minimum Years Experience	Unit of Issue	Commercal Price	Discount Offered	GSA Price^
Executive Producer	Masters Degree	20	Hour	$203.61	20%	$162.89
Producer	Bachelors Degree	5	Hour	$167.51	20%	$134.01
Director	Masters + 5 or Bachelors + 10	5 or 10	Hour	$149.56	20%	$119.65
Program Manager	Masters + 5 or Bachelors + 10	5 or 10	Hour	$149.56	20%	$119.65
Senior Instructional Designer	Masters + 7 or Bachelors + 15	7 or 15	Hour	$208.15	20%	$166.52
Instructional Designer	Masters + 2 or Bachelors + 5	2 or 5	Hour	$131.62	20%	$105.29
Software Designer	Masters or Bachelors + 5	N/A or 5	Hour	$149.56	20%	$119.65
Graphic Designer	Bachelors or 5+ Experience	N/A or 5	Hour	$95.72	20%	$76.58
Researcher	Bachelors Degree	N/A	Hour	$95.72	20%	$76.58
Senior Scriptwriter	Masters + 5 or Bachelors + 10	5 or 10	Hour	$201.21	20%	$160.97
Interactive Movie Scriptwriter	Bachelors Degree	5	Hour	$119.65	20%	$95.72
Junior Multimedia Scriptwriter	Bachelors Degree	N/A	Hour	$76.33	20%	$61.06
Production Manager	Bachelors Degree	3	Hour	$107.69	20%	$86.15
Production Assistant	Bachelors Degree	N/A	Hour	$83.76	20%	$67.00
Lighting Technician	N/A	3	Hour	$65.81	20%	$52.65
Sound Technician	N/A	3	Hour	$65.81	20%	$52.65
Videographer	N/A	3	Hour	$65.81	20%	$52.65
Post Production Manager	Bachelors Degree	10	Hour	$107.69	20%	$86.15
Senior Video Editor	Bachelors Degree	10	Hour	$111.01	20%	$88.81

Interactive Movie Editor	Bachelors Degree	N/A	Hour	$107.69	20%	$86.15
Software Programmer	Bachelors Degree	N/A	Hour	$89.74	20%	$71.79
Webmaster	Bachelors Degree	N/A	Hour	$95.72	20%	$76.58
Director of Photography	N/A	2	Hour	$138.76	20%	$111.01
Casting Director	Bachelors Degree	2	Hour	$83.99	20%	$67.19
Software Tester	Bachelors Degree	N/A	Hour	$83.99	20%	$67.19
Subject Matter Expert	N/A	N/A	Hour	$167.98	20%	$134.38
Consultants*	N/A	N/A	Hour	$71.79	20%	$57.43

* Consultants consist primarily of hired acting talent

^ Price offered to GSA is inclusive of all IFF charges

Labor Category Descriptions:

Executive Producer. Oversees coordination and work efforts for interactive movie production. Selects scriptwriters, scripts and directors. Supports director and participates in casting calls as he/she desires. Requires twenty years work experience, at least five of which should be in computer-based video development.

Producer. Locates and secures shooting locations. Daily manager of video shoots. Supports director and participates in casting calls as he/she desires. Participates in casting calls. Requires a Bachelors Degree and five years experience.

Director. Oversees all actor casting and on-set production activities. Reviews and edits scripts, as he/she desires. With Program Manager, selects Production Manager and Interactive Movie Editor. Requires a Masters Degree and five years work experience as a movie director, or a Bachelors Degree and ten years work experience as a movie director.

Program Manager. Ensures all customer deliverables are completed and delivered on time. Manages all administrative functions, to include customer interface, maintaining production records, and preparing invoices. With Interactive Movie Director, selects Production Manager and Interactive Movie Editor. Requires a Masters Degree and five years experience, or a Bachelors Degree and ten years.

Senior Instructional Designer. Designs instructional program to ensure all learning objectives are met. Supervises supporting Instructional Designers and provides overall direction of instructional elements within video-based simulation development. Determines supporting educational components designed to address terminal and enabling learning objectives. Position requires a Masters Degree and seven years work experience, or a Bachelors Degree and fifteen years.

Instructional Designer. Determines requisite elements to support interactive movie (quizzes, keyword search encyclopedia, databases, links, etc.) and integrates them. Works to make program user-centered, coherent, and engaging. Keeps abreast of current research and incorporates research findings into entire program as he/she deems appropriate. Position requires a Masters Degree and two years work experience, or a Bachelors Degree and five years.

Software Designer. Incorporates inputs from Instructional Designer and Director to create software program that is intuitive, user-friendly and easily navigated. Directs Software Programmers to ensure inclusion of all requisite elements and Software Testers to ensure full functionality and reliability. Manages and supports debugging of software as needed. Requires a Masters Degree in Computer Science or equivalent, or a Bachelors Degree in Computer Science and five years experience.

Graphic Designer. Produces graphic art and visual materials for software, promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as websites and CD-ROMs. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Requires a Bachelors Degree in Fine Arts, Computer Aided Design or equivalent and two years experience or five years experience in the field of graphic design.

Researcher. Develops and provides accurate and compelling information to Interactive Movie Scriptwriter. Prepare reports generated from Subject Matter Expert interviews, literature and web searches, and focus groups. Reviews and edits scripts for accuracy. Requires a Bachelors Degree.

Senior Scriptwriter. Supervises scriptwriting team. Responsibilities include overall direction and development of video-based simulation branching storyline scripts. Provides leadership and content and research client management, ensuring all scripts are designed and written to address every identified client learning objective. Rewrites and modifies scripts and supporting educational elements as provided by Interactive Movie Scriptwriter and Junior Multimedia Scriptwriter. Requires a Masters Degree and five years of writing experience or a Bachelors Degree and 10 years.

Interactive Movie Scriptwriter. Develops interactive movie scripts with branching storylines, to include video voiceover and character dialogue. Rewrites scripts as edited by Producer, Director, Senior Scriptwriter, Researcher and Customer. Requires a Bachelors Degree and five years writing experience.

Junior Multimedia Scriptwriter. Researches, develops and writes scripts and content for supporting elements within video-based simulation programs. Supporting elements may include quizzes, tests, reference materials, separate challenges or game elements. Helps organize information received from Researcher and SMEs and convert information into compelling storytelling elements. Supports Interactive Movie Scriptwriter and Senior Scriptwriter where appropriate. Requires a Bachelors Degree.

Production Manager. Oversees all aspects of production, to include costumes, props, locations, rehearsals, actor calls, etc. Supports Producer, Director and Program Manager as needed. Position requires Bachelors Degree or three years of production experience.

Production Assistant. Supports Production Manager and Director in coordinating cast and crew schedules, and locations/sets. Creates and maintains records of all facets of production. Incumbent must be detail oriented. Requires Bachelors Degree and movie production experience.

Lighting Technician. Coordinates with Cameraman and Director to ensure all scenes are properly lit to achieve desired effects and high-production values. Assists in filming and offers suggestions for obtaining optimum video under various light conditions. Stays abreast of current lighting trends and submits requests for improvements in lighting to Director and/or Program Manager. Requires three years experience in theater or movie production lighting.

Sound Technician. Coordinates with Cameraman and Director to ensure interactive movie achieves desired audio. Assists in filming and offers suggestions for optimizing audio under various conditions. Stays abreast of current sound trends and submits requests for improvements to Director and/or Program Manager. Requires three years experience in theater or movie production audio.

Videographer. Operates camera for shooting of video segments. Works closely with Director to achieve desired video effects. Stays abreast of current trends in filming and offers suggestions for helping optimize camera locations and angles, lighting and sound. Requires three years experience filming video.

Post Production Manager. Manages all aspects of post production, including oversight over editors, programmers, and designers. Stores all edited video, audio and graphic segments and modifies them as needed. Delivers alpha, beta and final versions of software to program manager. Provides backup roles as editor and programmer. Requires Bachelors Degree and 10 years experience, including a minimum of 5 years experience in editing.

Senior Video Editor. Supervises video editing team. Responsibilities include overall direction of video editing for each specific project (tone, story arc, color and sound balancing, humor, etc.) based on learning objective addressed and client preferences. Reviews all edited scenes and modifies as necessary to provide utmost realism and support educational elements required. Requires a Bachelors Degree and 10 years of editing experience.

Interactive Movie Editor. Catalogs and edits all raw video shot for an interactive movie to ensure it tracks with the approved script. Adds audio and other special effects necessary to create a highly engaging user experience. Requires Bachelors Degree and completion of three-month on-the-job training program in interactive movie editing at WILL Interactive.

Software Programmer. Programs interactive movie software as directed by Software Designer to ensure ease of use and navigation. Programs video clips into interactive movie using commercial and internally developed software and other tools as needed. Works with Instructional Designer and Software Designer to provide integration and functionality of all requisite elements that support interactive movie. Debugs software as needed. Requires Bachelors Degree in Computer Science or related field.

Webmaster. Coordinates all aspects of software to online compatibility. Develops internal software tools to support simulation production. Requires Bachelors Degree in Computer Science or related field.

Director of Photography. Chief over the camera and lighting crews working on interactive film production and is responsible for achieving artistic and technical decisions related to video images captured. Selects the film stock, lens, filters, etc., to realize the scene in accordance with the intentions of the Director. On occasion, specifies exact camera placement and lens selection during video shoots.

Casting Director. Work with both the Director and Producer to assemble the perfect cast for the interactive film. Must have in-depth and up-to-date knowledge of new and existing acting talent. Responsible for matching the ideal actor to each role, based on a number of factors, such as the actor's experience, ability, reputation and availability. Organize and conduct auditions for each part as well as draw up and negotiate the terms and conditions of contracts with actors and agents.

Software Tester. Prior to delivery of Alpha, Beta and Final version simulation deliverables, Software Testers provide quality assurance by evaluating every aspect of the software to find glitches or errors in programming or navigation. Duplicates common user behaviors along with unusual actions that might occur infrequently. Attempts to find weaknesses in the software programing or navigation that could result in a malfunction. Suggests improvements or modifications that the original programmers overlooked while creating the code for a software product.

Subject Matter Experts SMEs are recognized experts in their field. Review content recommendations, scripts, beta versions and final programs. Provide feedback and suggested changes to content within the programs. May be present during video shoots to provide on-site expertise to assure visual and language accuracy in the final program. Specific educational requirement not applicable. Must have real-world experience and be knowledgeable in the topics and subject matter presented.

Consultants. Primarily actors who study and rehearse roles, characters and lines and assumes speaking roles or stand-in roles in interactive video productions. Auditions for actors are held prior to every production. Previous acting experience is preferred but not required.

SIN 874-9: Off-the-Shelf Virtual Experience Training Products

K-12 and Higher Education Products available on WILL Campus:

COTS PRODUCTS	UNIT OF ISSUE	COMMERCIAL PRICE	DISCOUNT OFFERED TO GSA(%)	PRICE OFFERED TO GSA^
Interactive Nights Out 1	1 Year Online License	$50.00	10%	$45.00
18-25 year old alcohol and substance abuse prevention				
Interactive Nights Out 2	1 Year Online License	$50.00	10%	$45.00
14-18 year old alcohol abuse prevention & teen decision-making				
Hate Comes Home	1 Year Online License	$50.00	10%	$45.00
School anti-bias prevention program				
Just 2 Days	1 Year Online License	$50.00	10%	$45.00
School violence prevention				
The Challenge	1 Year Online License	$50.00	10%	$45.00
Early Teen Leadership				
The Challenge 2	1 Year Online License	$50.00	10%	$45.00
Advanced Teen Leadership				
Generation RX	1 Year Online License	$50.00	10%	$45.00
Prevention of Prescription Drug Abuse				
It's Your Call	1 Year Online License	$50.00	10%	$45.00
Early Teen Responsible Cell Phone Usage				

For K-12 Products, visit WILL Campus: http://campus.willinteractive.com/   There are no discounts available if you order directly off the WILL Campus site. To receive GSA discounted site license pricing, call WILL at 301-983-6006. Mention GSA at time of ordering and we will honor GSA's 15% discount for any off-the-shelf product for sale.

Higher Education / Corporate Products available Online on WILL Access:

COTS PRODUCTS	TOPIC / DETAILED DESCRIPTION
The Fumble	Ethical Decision-making for Student Athletes
	http://willinteractive.com/products/the-fumble
The Good Teacher	Prevention of Inappropriate Teacher-Student Relationships
	http://willinteractive.com/products/the-engineer
The Engineer	Ethical Decision-making in Engineering
	http://willinteractive.com/products/the-good-teacher
Ways Home	Foreclosure Prevention and Financial Decision-making
	http://willinteractive.com/products/ways-home

Time Period Pricing:

ONLINE ACCESS TIME PERIOD	COMMERCIAL PRICE	DISCOUNT OFFERED TO GSA(%)	PRICE OFFERED TO GSA^
24 Hours	$199.00	15%	$169.15
1 Week	$399.00	15%	$339.15
1 Month	$999.00	15%	$849.15
1 Year	$4,999.00	15%	$4,249.15

To purchase a time period site license for *The Fumble*, *The Good Teacher*, *The Engineer* and *Ways Home* on the WILL Access website, and to receive GSA discounted site license pricing, call WILL at 301-983-6006. Mention GSA at time of ordering and we will honor GSA's 15% discount for any off-the-shelf license for sale. Your applicable time period starts from your first access of the program licensed.

Common Ground:

COTS PRODUCTS	TOPIC / DETAILED DESCRIPTION
Common Ground	Workplace Harassment and Sexual Harassment Prevention
	http://willinteractive.com/products/common-ground

Common Ground GSA Pricing^

Single Year License		Number of employees		
(price per seat per year)	**1-50**	**51-500**	**501-5,000**	**5,001+**
Fundamentals for Employees and Supervisors (1 hour)	$22.10	$20.40	$17.00	$15.30
Advanced Concepts for Supervisors: AB2053 (2 hours)*	$32.30	$29.75	$26.35	$22.95

Three Year License				
(10% discount - Price per seat per year)	**1-50**	**51-500**	**501-5,000**	**5,001+**
Fundamentals for Employees and Supervisors (1 hour)	$19.89	$18.36	$15.30	$13.77
Advanced Concepts for Supervisors: AB2053 (2 hours)*	$29.07	$26.78	$23.72	$20.66

Five Year License				
(20% discount - Price per seat per year)	**1-50**	**51-500**	**501-5,000**	**5,001+**
Fundamentals for Employees and Supervisors (1 hour)	$17.68	$16.32	$13.60	$12.24
Advanced Concepts for Supervisors: AB2053 (2 hours)*	$25.84	$23.80	$21.08	$18.36
Course Customization Option** - Flat Fee	$425.00	$425.00	Free	Free

* Compliant in all 50 States including CA (AB2053 and AB1825), CT and ME

** Includes company specific logo, policies and contact information

^ All employee seat license prices listed above equate to a 15% discount to commercially available rates. Common Ground is available via the WILL Access website or available for download to your LMS. Common Ground is SCORM compliant with plug and play LMS functionality.

Healthcare Products available Online:

VEILS® Healthcare Products

COTS PRODUCTS	TOPIC / DETAILED DESCRIPTION
The Anatomy of Care	Improving Patient Experience - HCAHPS Improvement
	http://willinteractive.com/products/the-anatomy-of-care
Partnering to Heal	Heathcare Associated Infection Prevention
	http://willinteractive.com/products/partnering-to-heal

One Year Seat License Pricing

NUMBER OF USERS	COMMERCIAL PRICE PER USER	DISCOUNT OFFERED TO GSA(%)	PRICE OFFERED TO GSA^
1-299	$18.00	15%	$15.30
300-499	$16.00	15%	$13.60
500-749	$14.00	15%	$11.90
750-999	$12.00	15%	$10.20
1,000-1,999	$10.00	15%	$8.50
2,000-4,999	$8.00	15%	$6.80
5000+	$6.00	15%	$5.10

Off-The-Shelf Product Customization:

For all of our off-the-shelf titles available for sale, WILL Interactive offers customization services to tailor these products to the unique requirements of our government buyers. Any degree of customization is available for an hourly rate based on our Labor Categories listed above. Please contact WILL at 301-983-6006 for a level of effort price quote to adapt a product to your specific need.

COBALT CBT by Magellan Health:

Cobalt CBT is an online cognitive behavioral therapy (CBT) program offered as an enhancement to traditional telephonic and face-to-face care. This proven, quality, web-based platform has been shown to decrease the need for higher levels of care, increase access to preventative behavioral health programs, and reduce the prescribing of inappropriate (and sometimes dangerous) medications.

Cobalt CBT stands apart from other options for individuals as it has been shown to be just as effective, or more effective, than prescription medication for long term health outcomes. Cobalt CBT is a short-term, goal-oriented, method that focuses on problem-solving and building skills such as identifying unhelpful thinking, modifying beliefs, and changing behaviors.

For more information on Magellan Health's COBALT CBT see description below.

COBALT Pricing:

Product Offering	BRAND NAME	Unit of Isue	Commercial Market Price	Discount offered to GSA	Price Offered to GSA
Cobalt, units 1-5000	Online Confidential Care	Unique User (Beneficiary)	$575.00	0.0%	$575.00
Cobalt, units 5001-10,000	Online Confidential Care	Unique User (Beneficiary)	$575.00	-2.5%	$560.63
Cobalt, units 10,001-20,000	Online Confidential Care	Unique User (Beneficiary)	$575.00	-5.4%	$543.81
Cobalt, units 20,001-30,000	Online Confidential Care	Unique User (Beneficiary)	$575.00	-8.7%	$524.77
Cobalt, units above 30,000	Online Confidential Care	Unique User (Beneficiary)	$575.00	-12.4%	$503.78
Cobalt + Telephonic Health Coaching, units 1-5000	Online Confidential Care Plus Telephonic Health Coaching	Unique User (Beneficiary)	$741.68	-0.2%	$740.00
Cobalt + Telephonic Health Coaching, units 5001-10,000	Online Confidential Care Plus Telephonic Health Coaching	Unique User (Beneficiary)	$741.68	-2.7%	$721.50

Cobalt + Telephonic Health Coaching, units 10,001-20,000	Online Confidential Care Plus Telephonic Health Coaching	Unique User (Beneficiary)	$741.68	-5.6%	$699.86
Cobalt + Telephonic Health Coaching, units 20,001-30,000	Online Confidential Care Plus Telephonic Health Coaching	Unique User (Beneficiary)	$741.68	-8.9%	$675.36
Cobalt + Telephonic Health Coaching, units above 30,000	Online Confidential Care Plus Telephonic Health Coaching	Unique User (Beneficiary)	$741.68	-12.6%	$648.35

The stated prices above are for the incremental amounts purchased. For example, for purchases of 5000 or fewer Cobalt units, the unit price is $575. For purchases over 5000, the first 5000 unit prices will also be $575/unit, but the incremental unit over 5000 will be priced to the lower rate.

Online Confidenial Care

Cobalt CBT

Contact: Brian Keenaghan, MS
Date: January 30, 2015

FORWARD TOGETHER

Innovative Care – Cobalt CBT

Magellan Health is setting out to dramatically change individuals obtain access to care by meeting emerging self-guided, self-driven and self-paced preferences for care. Through our online cognitive behavioral therapy (CBT) programs, we offer an enhancement to traditional telephonic and face-to-face care. This proven, quality, web-based platform has been shown to decrease the need for higher levels of care, increase access to preventative behavioral health programs, and reduce the prescribing of inappropriate (and sometimes dangerous) medications.

Magellan's industry leading, Internet delivered, CBT programs, powered by Cobalt Therapeutics, LLC, (a fully owned subsidiary) provide an innovative, technology-based solution that enables increased access to clinically effective tools for behavioral health conditions, improved outcomes, and reduced overall costs.

> **Cobalt Benefits**
> - The programs address the most common behavioral conditions
> - As effective as face-to-face CBT
> - No appointment, no waitlist
> - Go at your own pace
> - Confidential and secure
> - Available anytime, anywhere

Care Proven to Work

CBT stands apart from other options for individuals as it has been shown to be just as effective, or more effective, than prescription medication for long term health outcomes.[1] CBT is a short-term, goal-oriented, method that focuses on problem-solving and building skills such as: identifying unhelpful thinking, modifying beliefs, and changing behaviors.[2] The efficacy and effectiveness of CBT has been validated and supported in more than 1,000 clinical outcome studies,[3] and it is recommended in treatment guidelines as the first line of care for insomnia,[4] anxiety,[5] phobias, and panic disorder,[6] and obsessive compulsive disorder (OCD);[7] and as a first line option for depression[8,9] and substance use,[10,11] by The American Psychiatric Association (APA),[12,13, 14,15] The American Psychological Association (APA),[16,17,18,19] The American Academy of Sleep Medicine (AASM),[20] and The Agency for Healthcare Research and Quality (AHRQ)[21,22, 23,24] guidelines. However, many with these conditions do not receive this guideline recommended option.[25]

[2] Beck, J. S. (2011). Cognitive behavior therapy: Basics and beyond. New York: Guilford Press.

[3] Butler, A. C., Chapman, J. E. Forman, E. M., & Beck, A. T. (2006). The empirical status of cognitive-behavioral therapy: A review of meta-analyses. *Clinical Psychology Review, 26,* 17-31.

[4] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with insomnia in primary care. Retrieved from www.guideline.gov/content.aspx?id=38982

[5] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with anxiety disorders in primary care. Retrieved from www.guideline.gov/content.aspx?id=38981

[6] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with panic disorder. Retrieved from www.guideline.gov/content.aspx?id=14230

[7] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with obsessive-compulsive disorder. Retrieved from www.guideline.gov/content.aspx?id=11078

[8] Hollon, S. D., & DeRubeis, R. J. (2006). Effectiveness of treatment for depression. In R. L. Leahy (Ed.), Contemporary cognitive therapy: Theory, research, and practice (pp. 45-61). New York: Guildford Press.

[9] American Psychiatric Association. (2010). Practice guideline for the Treatment of patients with Major depressive disorder. http://psychiatryonline.org/pb/assets/raw/sitewide/practice_guidelines/guidelines/mdd.pdf

[10] Beck, A. T., Liese, B. S., Newman, C. F., & Wright, F. D. (1993). Cognitive Therapy of Substance Abuse. London: Guilford Press.

[11] Power, E. J., Nishimi, R. Y., & Kizer, K. W. (2005). Evidence-based treatment practices for substance use disorders. Washington, D.C: National Quality Forum. http://www.apa.org/divisions/div50/doc/Evidence_-_Based_Treatment_Practices_for_Substance_Use_Disorders.pdf

[12] Schatzberg, A. F., & Nemeroff, C. B. (2009). The American Psychiatric Publishing textbook of psychopharmacology. Washington, D.C: American Psychiatric Pub. http://psychiatryonline.org/doi/full/10.1176/appi.books.9781585623860.as60

[13] American Psychiatric Association. (2010). Practice guideline for the Treatment of patients with Panic disorder. http://psychiatryonline.org/pb/assets/raw/sitewide/practice_guidelines/guidelines/panicdisorder.pdf

[14] American Psychiatric Association. (2010). Practice guideline for the Treatment of patients with Major depressive disorder. http://psychiatryonline.org/pb/assets/raw/sitewide/practice_guidelines/guidelines/mdd.pdf

[15] American Psychiatric Association. (2010). Practice guideline for the Treatment of patients with Substance use disorders. http://psychiatryonline.org/pb/assets/raw/sitewide/practice_guidelines/substanceuse.pdf

[16] American Psychological Association. (September 15, 2004). Getting a Good Night's Sleep With the Help of Psychology. http://www.apa.org/research/action/sleep.aspx

[17] Newman, M. G., & Borkovec, T. D. (1995). Cognitive-behavioral treatment of generalized anxiety disorder. The Clinical Psychologist, 48(4), 5-7. http://www.apa.org/divisions/div12/rev_est/cbt_gad.html

[18] Butler, A. C. & Beck, A. T. (1995). Cognitive therapy for depression. The Clinical Psychologist, 48(3), 3-5. http://www.apa.org/divisions/div12/rev_est/cog_depr.html

[19] Power, E. J., Nishimi, R. Y., & Kizer, K. W. (2005). Evidence-based treatment practices for substance use disorders. Washington, D.C: National Quality Forum. http://www.apa.org/divisions/div50/doc/Evidence_-_Based_Treatment_Practices_for_Substance_Use_Disorders.pdf

[20] Schutte-Rodin, Sharon, Broch, Lauren, Buysse, Daniel, Dorsey, Cynthia, & Sateia, Michael. (2008). Clinical Guideline for the Evaluation and Management of Chronic Insomnia in Adults. American Academy of Sleep Medicine. http://www.aasmnet.org/Resources/clinicalguidelines/040515.pdf

[21] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with insomnia in primary care. Retrieved from www.guideline.gov/content.aspx?id=38982

[22] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with anxiety disorders in primary care. Retrieved from www.guideline.gov/content.aspx?id=38981

[23] Agency for Healthcare Research and Quality. (2013). Clinical practice guidelines for the management of patients with panic disorder. Retrieved from www.guideline.gov/content.aspx?id=14230

[24] Depression Guideline Panel, & United States. (1993). Depression in primary care: Vol. 2. Rockville, Md.: U.S. Dept. of Health and Human Services, Public Health Service, Agency for Health Care Policy and Research. http://www.ncbi.nlm.nih.gov/books/NBK52234/

[25] Kohn, R., Saxena, S., Levav, I., & Saraceno, B. (2004). The treatment gap in mental health care. Bulletin of the World Health Organization, 82, 858-866.

Magellan **HEALTH** SM

Magellan's Cobalt-powered collection of online CBT programs is the only suite of its kind. Studies have shown as many as 80%[26] of those who access them can improve and lead to clinical improvements that are greater than 60%.[27,28] The Cobalt proprietary suite of products applies to more than 85% behavioral health conditions seen in primary care and behavioral settings, and research in online CBT for insomnia,[29] phobias and panic disorder,[30] substance use,[31] depression,[32], and OCD[33] is widely published in leading journals.

Technology that saves clinicians time

Magellan's online CBT programs have been shown to save clinician time. It allows clinicians to reduce face-to-face time with individuals, without jeopardizing quality of care. One study showed that self-exposure for panic and phobia cuts clinician time per individual by 73% without losing efficacy when guided mainly by a computer rather than entirely by a clinician.[34]

The programs allow for most of the process to be delegated to individual-computer/mobile device interactions, and no training in CBT is required for clinicians to administer the programs. Online CBT also provides individualized guidance to each individual while delivering a standardized and well-studied protocol. Furthermore, online CBT programs allow individuals to work at their own pace, and repeat sessions as needed, without the burden of long wait times between traditional appointments.

Technology which eliminates worry of drug-drug interactions

One area in particular which our online CBT programs can have a very large impact is in reducing falls in the elderly. One in three adults aged 65 and older falls each year.[35] Of those who fall, 20% to 30% suffer moderate to severe injuries that make it hard for them to get around or live independently, and increase their risk of early death.[36] Risks skyrocket with any sleep or psychiatric medication[37] and having a nonpharmacological option readily available can lead to quantifiable and significant reduction in falls in the elderly overtime, which has a tremendous impact in cost of care on the medical side.[38]

Increasing access to evidence based programs

A number of factors impede access to CBT services, including high level of demand, limited availability of clinicians, and a "lack of clear referral criteria and pathways."[39] Additionally,

[26] Vincent, N., & Lewycky, S. (2009). Logging on for better sleep: RCT of the effectiveness of online treatment for insomnia. *Sleep, 32,* 6, 807-15.
[27] Marks, I. M., Kenwright, M., McDonough, M., Whittaker, M., & Mataix-Cols, D. (2004). Saving clinicians' time by delegating routine aspects of therapy to a computer: a randomized controlled trial in phobia/panic disorder. *Psychological Medicine, 34,* 1, 9-17.
[28] Kay-Lambkin, F. J., Baker, A. L., Lewin, T. J., & Carr, V. J. (2009). Computer-based psychological treatment for comorbid depression and problematic alcohol and/or cannabis use: a randomized controlled trial of clinical efficacy. *Addiction, 104,* 3, 378-88.
[29] Vincent, N., & Lewycky, S. (2009). Logging on for better sleep: RCT of the effectiveness of online treatment for insomnia. *Sleep, 32,* 6, 807-15.
[30] Marks, I. M., Kenwright, M., McDonough, M., Whittaker, M., & Mataix-Cols, D. (2004). Saving clinicians' time by delegating routine aspects of therapy to a computer: a randomized controlled trial in phobia/panic disorder. *Psychological Medicine, 34,* 1, 9-17.
[31] Kay-Lambkin, F. J., Baker, A. L., Lewin, T. J., & Carr, V. J. (2009). Computer-based psychological treatment for comorbid depression and problematic alcohol and/or cannabis use: a randomized controlled trial of clinical efficacy. *Addiction, 104,* 3, 378-88.
[32] Greist, J. H., Osgood-Hynes, D. J., Baer, L., & Marks, I. M. (2000). Technology-Based Advances in the Management of Depression: Focus on the COPE Program. *Disease Management and Health Outcomes, 7,* 4.
[33] National Institute for Health And Clinical Excellence. Appraisal of computerized cognitive behavior therapy (CCBT) for depression and anxiety. Retrieved from http://www.nice.org.uk/nicemedia/pdf/CCBT_appeal_decision.pdf
[34] Marks, I. M., Kenwright, M., McDonough, M., Whittaker, M., & Mataix-Cols, D. (2004). Saving clinicians' time by delegating routine aspects of therapy to a computer: a randomized controlled trial in phobia/panic disorder. *Psychological Medicine, 34,* 1, 9-17.
[35] Tromp AM, Pluijm SMF, Smit JH, et al. Fall-risk screening test: a prospective study on predictors for falls in community-dwelling elderly. J Clin Epidemiol 2001;54(8):837–844.
[36] Sterling DA, O'Connor JA, Bonadies J. Geriatric falls: injury severity is high and disproportionate to mechanism. Journal of Trauma–Injury, Infection and Critical Care 2001;50(1):116–9.
[37] Leipzig, R. M., Cumming, R. G., & Tinetti, M. E. (January 01, 1999). Drugs and falls in older people: a systematic review and meta-analysis: II. Cardiac and analgesic drugs. Journal of the American Geriatrics Society, 47, 1, 40-50.
[38] Kim, D. (2014). Preventing falls in the elderly: What primary care clinicians can do to reduce injury and death. The Independent Drug Information Service. http://www.alosafoundation.org/wp-content/uploads/2014/05/Evidence-document-on-falls-in-the-elderly.pdf
[39] Kohn, R., Saxena, S., Levav, I., & Saraceno, B. (2004). The treatment gap in mental health care. *Bulletin of the World Health Organization, 82,* 858-866.

Magellan
HEALTH.sm

proximity to care often also stands in the way of accessing care. Generally, residents of rural areas report poorer availability and reception of mental health services.[40]

Beyond issues of access, rates of utilization in rural areas are lower due to concerns around confidentiality and anonymity.[41] Given these issues, computerized programs are extremely useful in serving the needs of rural populations. Research has shown that individuals in remote and rural areas not only accepted online CBT as a tool for managing panic and phobia, but also demonstrated clear improvements in symptoms on a similar level to that of face-to-face CBT.[42]

Improved Individual Experience

Magellan's online CBT programs are welcomed by individuals. Medications are costly and can have undesired and sometimes harmful side effects, resulting in low adherence rates. In addition, Cobalt's programs teach valuable skills for lasting improved wellness and the effects do not cease as compared to most medications. 75% of individuals actually prefer a non-medication care option when asked.[43]

Magellan's suite of online CBT programs gives providers readily accessible tools that can be made available to individuals anywhere at any time over the Internet, thereby optimizing the individual experience. The user interface is simple and can be anonymous. Magellan's Cobalt programs are designed for easy administration. They can be modified to integrate into a range of different workflows. These programs do not require clinician administration and can be accessed directly by individuals. Trained customer service, providers, and care managers can easily provide individuals a program overview and registration support that takes 60 seconds or less.

Product Descriptions

The Cobalt software programs have been proven effective in randomized control trials, published in leading, peer-reviewed journals and referenced in well-known publications such as *The New York Times*[44]. Developed in academic settings, the HIPAA compliant programs are interactive and personalized to engage individuals. A multimedia approach leveraging video, voice over, and vignettes is used to reach across all education levels. Spanish versions of the programs are also available. They have received numerous awards such as the "Leading Edge Practice Award" from *Accreditation Canada* in 2010,[45] the 2010 Mental Health Matters Award

[40] Judd, F., Jackson, H., Komiti, A., Murray, G., & Fraser, C., (2007). Service utilization by rural residents with mental health problems. *Australasian Psychiatry, 15(3)*, 185-90.
[41] Hayward, L., MacGregor, A. D., Peck, D. F., & Wilkes, P. (2007). The Feasibility and Effectiveness of Computer-Guided CBT (FearFighter) in a Rural Area. *Behavioural and Cognitive Psychotherapy, 35*, 4, 409-19.
[42] Kay-Lambkin, F., Baker, A., Kelly, B. & Lewin, T. (2012). 'It's worth a try: The treatment experiences of rural and urban participants in a randomized controlled trial of computerized psychological treatment for co-morbid depression and alcohol/other drug use', *Journal of Dual Diagnosis, 8*, 4, 262-76.
[43] McHugh, R., Whitton, S., Peckham, A., Welge J., & Otto, M. (2013). Patient preference for psychological vs pharmacologic treatment of psychiatric disorders: a meta-analytic review. *The Journal of Clinical Psychiatry,*
[44] Schaffer, A. (2009). Online Treatment May Help Insomniacs. *The New York Times.* http://www.nytimes.com/2009/08/11/health/11slee.html?_r=0
[45] Leading Edge Practice Award. (2010) Accreditation Canada. Retrieved from www.accreditation.ca

for Research and Evaluation[46] and the 2009 National Drug and Alcohol Industry Award for Excellence in Research.[47]

Participants can progress through the sessions at their own pace and access the programs anywhere, and anytime that works with their personal schedule. The sessions can be repeated and reviewed as many times as the participant desires.

MoodCalmer™

MoodCalmer™ is a 4-session mobile and web-based CBT program for mild to moderate depression. Studies have shown this program:

- Reduces depression severity by 41% in all enrolled participants
- Reduces depression severity by 52% in all completers
- High levels of individual satisfaction with 68% completing the program[48]

The program provides skills building exercises such as identifying signs and symptoms, challenging negative automatic thoughts, scheduling pleasant activities and managing relapse. It also provides tools such as clinical vignettes, review handouts, and templates to exercise new- found skills. Sessions vary in length from 20-30 minutes.

RESTORE™

RESTORE™ is a 6-week mobile and web-based CBT program for sleep problems and insomnia. It was developed by Dr. Norah Vincent at the University of Manitoba and has won praise from the *American Academy of Sleep Medicine*, the *New York Times*, *Time*, and *U.S.NEWS*. In randomized, controlled trials, published in journals including *SLEEP*, RESTORE™ was shown to:
- improve sleep in more than 80% of participants
- increase sleep time by 50 minutes per night
- provide other significant improvements in sleep such as reducing the time it takes to fall asleep and reducing nocturnal awakenings
- be as effective as face-to-face therapy
- improve clinical efficiency several-fold[49]

The *American Academy of Sleep Medicine* praised the program stating that "it significantly improves insomnia severity, daytime fatigue and sleep quality".[50]

The program provides skills building exercises including mindfulness, stimulus control, sleep time optimization, relaxation techniques and identification of negative automatic thoughts and destructive sleeping habits. It also provides tools to calculate optimal sleep time and improve sleep such as the sleep diary and sleep calculator. Sessions vary in length from 25-40 minutes.

---

[46] Mental Health Matters Award: Research and Evaluation. (2010). Mental Health Association NSW. Retrieved from http://www.mentalhealth.asn.au/well-being/mental-health-matters-awards.html
[47] National Drug and Alcohol Industry Award. (2009). The National Drug and Alcohol Awards. http://www.drugawards.org.au/node/19
[48] Greist, J. H., Osgood-Hynes, D. J., Baer, L., & Marks, I. M. (2000). Technology-Based Advances in the Management of Depression: Focus on the COPE Program. Disease Management and Health Outcomes, 7, 4.
[49] Vincent, N., & Lewycky, S. (2009). Logging on for better sleep: RCT of the effectiveness of online treatment for insomnia. Sleep, 32, 6, 807-15.
[50] American Academy of Sleep Medicine. (2009). Online Cognitive Behavioral Therapy is Effective in Treating Chronic Insomnia. http://www.aasmnet.org/articles.aspx?id=1295

FearFighter™

FearFighter™, is a 9-week mobile and web-based CBT program for anxiety, panic and phobia. FearFighter™ has been used in multiple countries and languages, and endorsed for many years by the National Health Service of the United Kingdom. The National Institute for Health and Clinical Excellence (NICE) has confirmed that it not only helps individuals but is cost-effective and recommends it as first-line care. It is the only program to receive these endorsements for anxiety disorders, panic attacks and phobias.[51] The FearFighter™ program has been proven to:

- Be comparable in clinical efficacy to face-to-face CBT
- Reduce panic and phobia by 63%
- Reduce direct costs per individual by 45%[52]

FearFighter™ provides customized, multimedia content, teaches skills-building exercises and provides clinical vignettes to motivate users and help them overcome their anxieties and fears. Sessions vary in length from 30-45 minutes.

SHADE™

SHADE™ is a 10-week mobile and web-based CBT program for individuals suffering from alcohol, and/or drug use and co-morbid depression. SHADE helps users control their substance use, alcohol use and low mood by promoting long-lasting skill-based changes in behavior and thinking.

Published in the journal *Addiction*, SHADE has been proven in randomized, controlled trials to:

- Be comparable in efficacy to face-to-face therapy.
- Reduce hazardous drug and alcohol use by 44-58% after 6 months.
- Reduce hazardous use by 72% after 12 months.
- Significantly reduced binge drinking.[53]

The program provides skills building exercises which include mood monitoring, problem brainstorming, pros and cons analysis, planning for change, identifying problematic thought patterns and developing effective drug refusal skills. Clients are also able to review previous modules. Modules vary in length from 30 to 60 minutes a week.

Data and Reporting

Real-time access to user progress and reporting is available via clinical and administrative access to the HIPAA compliant Enterprise portal. Authorized users may look up individual participants to confirm registration and progress.

Aggregate service utilization data will be reported on a monthly basis. Data will include dates of enrollment, number of participants enrolled by program, progress status and outcome metrics.

[51] National Institute for Health and Clinical Excellence (2006). Computerised cognitive behavioural therapy for depression and anxiety. Review of Technology Appraisal 51. http://www.nice.org.uk/nicemedia/pdf/TA097guidance.pdf

[52] Marks, I. M., Kenwright, M., McDonough, M., Whittaker, M., & Mataix-Cols, D. (2004). Saving clinicians' time by delegating routine aspects of therapy to a computer: a randomized controlled trial in phobia/panic disorder. Psychological Medicine, 34, 1, 9-17.

[53] Kay-Lambkin, F. J., Baker, A. L., Lewin, T. J., & Carr, V. J. (2009). Computer-based psychological treatment for comorbid depression and problematic alcohol and/or cannabis use: a randomized controlled trial of clinical efficacy. Addiction, 104, 3, 378-88.

All of the programs incorporate success metrics within each session. Some participants will experience symptom reduction and relief in only a few sessions. Completion of all sessions is not a requirement for success.

Standardized measurement tools are embedded in the programs to measure baseline symptom levels and monitor progress throughout the programs. These standardized tests and questionnaires allow generalization of results across the individual population.

Self-Directed Assessments Built into Online CBT Programs	
Program	Scale
Insomnia (RESTORE)	Sleep Diary
Depression (MoodCalmer)	WSA
Depression (MoodCalmer)	PHQ
Depression (MoodCalmer)	GAD7
Anxiety (FearFighter)	WSA
Anxiety (FearFighter)	PHQ
Anxiety (FearFighter)	GAD7
Anxiety (FearFighter)	IAPTPS
Substance Abuse (SHADE)	PHQ

- PHQ = Patient Health Questionnaire (a self-reported questionnaire for severity measuring of mental health symptoms)
- GAD7 = General Anxiety Disorder (a self-reported questionnaire for severity measuring of anxiety symptoms)
- IAPTPS = Social Phobia Subscale (a self-reported questionnaire for severity measuring of social phobia)
- YBOC = Yale-Brown Obsessive Compulsive Scale (a self reported questionnaire for severity measuring of obsessive–compulsive disorder symptoms)
- ISI = Insomnia Severity Index (a self reported questionnaire for severity measuring of sleep difficulty)
- WSA = Work and Social Adjustment Subscale (a self-reported questionnaire of functional impairment attributable to an identified problem)

Engagement and Promotion

Initial program training and orientation will be essential to partnering for successful program launch and outcomes. Magellan will provide webcast and agreed upon limited onsite staff trainings). Direct contact with Cobalt designated team individuals and participating contacts will allow for ongoing promotion and communication strategies.

Leveraging existing workflows and any automated rules or "pop-ups" to prompt the appropriate offering of the Cobalt programs is highly recommended. Magellan is available to collaborate regarding workflow options and referral processes.

A parallel individual communication strategy is also recommended to achieve the greatest engagement levels. Program promotion in existing benefit description booklets, websites, email and SMS campaigns, and direct mailings can be key components of program awareness, increasing receptivity when the solution is recommended. Content for promotion can be provided by Magellan and brochures are also available.

Magellan HEALTH℠